

What Kind of Role Can Social Media Play in YOUR Strategy?

A Few Examples

Place for Exchange

The image is a screenshot of a Facebook page for "National Park Service Volunteers-In-Parks". The page header shows the Facebook logo, a search bar, and the user "Jennifer Lewin". The page navigation includes "National Park Service Volu...", "Timeline", "February", and "Highlights". A "Like" button is visible in the top right.

The main content area shows a post from "National Park Service Volunteers-In-Parks" dated February 5. The post text reads: "Come join the NPS VIP Network at <http://npsvipnetwork.org/> where you can get information and share your experiences with other Volunteers-In-Parks!". Below the text is a circular logo with the word "VOLUNTEER" and a landscape image. To the right of the logo, the text says "NPS Volunteers-In-Parks Network" and "npsvipnetwork.org". Below this, it states: "The NPS Volunteers-In-Parks Network is a place for VIPs, volunteer managers, and friends to share experiences, stories, and Ideas." The post has 14 likes and 1 comment.

Below this post is another link share from "National Park Service Volunteers-In-Parks" dated February 5. The text reads: "#NPSVIP Opportunity-of-the-Day: Wolf Trap #FirstAid #Volunteer 2012, Wolf Trap NP for the Performing Arts, Vienna, VA - <http://ht.ly/8RsnH>". Below this is a link to "Volunteer.gov/gov-America's Natural & Cultural Resources".

A blue circle highlights a post by "Patricia O'Flynn" from "National Park Service Volunteers-In-Parks" dated February 5. The post text reads: "My fiancé and I are very interested in volunteering for a national park this spring. Just wondering if there are any specific skills that are needed, best way to apply, when positions start, etc. Thanks!". Below the text, it says "Like · Comment" with 1 like and 2 comments. A comment from "Charles Mandrell" says "likes this.". Below that, a response from "National Park Service Volunteers-In-Parks" says: "That's great, Patricia! The skills/time commitment, etc. will vary depending on location and position. Go to <http://www.volunteer.gov/> to search for opportunities that may interest you." dated February 5 at 8:50pm. Below that, another comment from "Patricia O'Flynn" says: "Thanks. I have applied and already heard back from several parks." dated February 5 at 9:42pm. A "Write a comment..." box is at the bottom.

Reach Targeted Groups

The image shows a screenshot of the BLM Nevada Twitter profile page. The profile header includes the BLM Nevada logo, name, handle @BLM_Nevada, and bio: "BLM administers nearly 48 million acres of public land in Nevada. BLM public lands make up about 67 percent of Nevada's land base. Nevada - <http://blm.gov/nv>". It also shows 1,607 tweets, 143 following, and 516 followers. On the left, there is a "Stay in touch with BLM Nevada" section with a "Join Twitter today" form (Full name, Email, Password, Sign up) and a sidebar menu (Tweets, Following, Followers, Favorites, Lists, Recent images). On the right, the "Followers" list is displayed. Several followers are circled in purple: Wendie Ningombam, Joe St.Croix, Hattie Goe, Jennifer Hardy, National Wildlife Federation, Las Vegas Chamber of Commerce, and RepMarkAmodei. To the right of the page, there are labels for these groups: "Public" (for Wendie Ningombam, Joe St.Croix, Hattie Goe), "Press" (for Jennifer Hardy), "Stakeholders" (for National Wildlife Federation, Las Vegas Chamber of Commerce), and "Public Officials" (for RepMarkAmodei).

BLM Nevada
@BLM_Nevada
BLM administers nearly 48 million acres of public land in Nevada.
BLM public lands make up about 67 percent of Nevada's land base.
Nevada - <http://blm.gov/nv>

1,607 TWEETS
143 FOLLOWING
516 FOLLOWERS

Stay in touch with BLM Nevada
Join Twitter today
Full name
Email
Password
Sign up

Followers

- Wendie Ningombam @WendieNingombam
Appreciate people. Along With got with With Twitter. We gonna chat.
- Joe St.Croix @ExtremeTraffic
Joe is the name, Traffics my game.
- Hattie Goe @Hattie_Goe
- Felisha Fafard @Felisha_Fafard
- Jennifer Hardy @JenniferReno8
News Director at KOLO TV in Reno.
- National Wildlife @NWF
National Wildlife Federation works to inspire Americans to protect wildlife for our children's future. Staff updating: @starfocus @rarewildlifeguy @ksuzj
- Las Vegas Chamber @lvchamber
The Las Vegas Chamber of Commerce is the largest business organization in Nevada.
- RepMarkAmodei @MarkAmodeiNV2
I proudly represent Nevada's 2nd District. Find me on Facebook at <http://www.facebook.com/MarkAmodeiNV2>

Public

Press

Stakeholders

Public Officials

Reach New Audiences

Science at Interior -- A Google Plus Hangout

February 9, 2012



Participants:

Mr. Adams' 8th
Grade Class
Cleveland, OH

Secretary Ken
Salazar, DOI

Marcia McNutt,
Director, USGS

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ZOOM

Watersheds



esri


☒ Nature



National Wildlife Refuges of the James River

The U.S. Fish and Wildlife Service's National Wildlife Refuge System is the world's premier system of public lands and waters set aside to conserve America's fish, wildlife and plants. Tour four national wildlife refuges within James River Watershed: Great Dismal Swamp, Nansemond, James River, and Presqu Shore.....Just click on the START button below to begin.



**START**

U.S. Fish and Wildlife Service staff and SCA interns at Eastern Virginia Rivers NWR Complex (2011)

[Click here](#) for more information about national wildlife refuges in the northeastern United States.

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Recruitment

YouTube

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BLM Recruitment Project: Gunnison River Patrol

BLMCOLORADO + Subscribe 37 videos



0:05 / 6:04

299 views

Like Add to Share

Uploaded by BLMCOLORADO on Apr 22, 2011

- BLM Recruitment Project: Pauline Adams**
by BLMCOLORADO
239 views
3:18
- BLM Recruitment Project: Erika Miller**
by BLMCOLORADO
172 views
3:47
- Piceance-East Douglas Gather**
by BLMCOLORADO
43 views
1:00
- Gunnison Gorge: Mini-me Trip**
by ModernNomadTV
1,948 views
6:06
- Patrol Boat River (PBR) in Vietnam**
by Acidevil23
88,509 views
1:00
- Gunnison River Brown**
by ffnc0
5,877 views

Engagement on Issues



UNITED STATES DEPARTMENT OF AGRICULTURE

USDA Blog

~ Reaching Out, Every Day in Every Way ~

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Monitoring Bald Eagles to Help Prevent Deaths from Collisions with Wind Turbines

By Robert H. Westover, U.S. Forest Service Office of Communication,



Despite the many benefits which come from clean wind energy, one of eagle, is itself falling prey to the blades of wind-energy facilities. For eagles are vulnerable to collisions with wind turbines, and in some are source of the bird's mortality.

For this reason a research team led by of U.S. Forest Service scientist and instrumented the first of six adult bald eagles with GPS devices in Michigan. [Read more »](#)

Tags: [bald eagles](#), [Forestry](#), [FS](#), [Michigan](#), [Teryl Grubb](#)

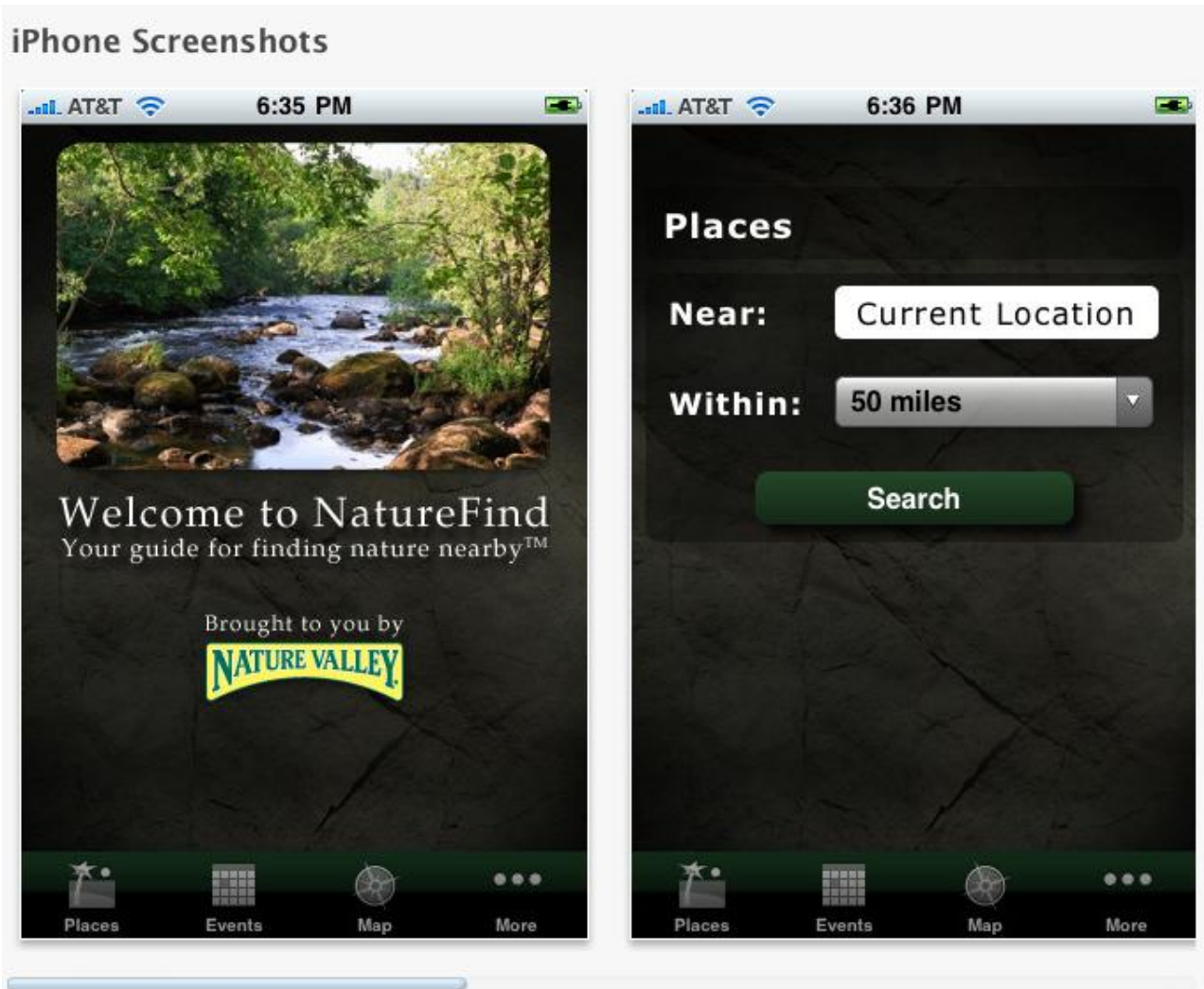
[Forestry](#)

4 Responses to "Monitoring Bald Eagles to Help Prevent with Wind Turbines"

Barb Walker says:

I hope they will put satellite trackers on the eagles and ospreys in Mon where the Sugarland Wind Project is proposed.

Engagement On Location



Problem Solving




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Jen Flaster
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Collaborative Trails Meetings
Posted by Alan Polk on January 28, 2011 at 9:46am in Trails Planning Group
[Back to Trails Planning Group Discussions](#)



The Chattahoochee and Oconee National Forests will begin a collaborative trails discussion in February. This will include all user groups and I was just wondering what experiences others have had in this type of approach. Our goal is to finalize a plan that we can move forward with as we relocated, decommission or build trails.


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Views: 17

[Reply to This](#)

Replies to This Discussion



[Reply by Bjorn Fredrickson on January 28, 2011 at 2:51pm](#)

Hi Alan, I have not yet worked in person on trails planning, but did a fair amount of collaborative work on the Colville NF over a 5-month detail, and understand that they are now heading in the trails planning direction. If you have any general collaboration questions I'm happy to try to tackle them, or you could get in touch with Craig Newman, the RELM Staff on the Colville to discuss trails.

Do you have any particular questions? I found the collaborative work we did to be hugely enjoyable and rewarding.


[Reply](#) [Message](#)





[Reply by Nancy Myers on October 26, 2011 at 1:29pm](#)

We hosted a collaborative trails discussion over 5 years ago. Some of our users were very active and provided helpful information and suggestions for future projects. We summarized it all in a document we called our Trail Plan and referred to that when we were asked for more trails, etc. I'm not sure we are going to go through an updated process, originally we planned to do it every 5 years, and we are due next year, but with the budget the way it is, we may have a hard time maintaining what we do have. Fortunately we have a good relationship with a backcountry horse club and they help with maintenance projects. That's what I have:) Thanks, Nancy

[Reply](#)

RECLINK COMMUNITY


FIND A JOB


Other Relevant Networks
Interested in wilderness? Check out Connect!


Events
32nd Annual National Recreation Resource Planning Conference
April 16, 2012 to April

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A black and white photograph of a classroom. In the foreground, the backs of several students' heads and shoulders are visible. They are all raising their right hands, with fingers spread, as if participating in a discussion or answering a question. In the background, a chalkboard is filled with faint, illegible chalk writing. The overall atmosphere is one of active participation and learning.

Question

For what purpose(s) are you using social media?

What examples have you seen that you thought were effective?